



2014 On-Street Parking Adjustments



Council Transportation Committee
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June 10, 2014

Today's Discussion

- Request for action on proposed Council Bill
- 2014 Performance-based Parking Pricing Program policy, methodology and adjustments
- Paid Parking Asset Replacement Project update



SDOT's Mission & Vision

Mission: delivering a first-rate transportation system for Seattle.



Vision: a vibrant Seattle with connected people, places, and products.

SDOT's Core Principles



Budget Proviso 114-1-A-2

“The Proviso requires the Executive and Council reach accord on (a) what changes are planned for on-street parking rate policies and (b) the rationale for either leasing or purchasing replacement pay stations.

None of the money appropriated in the 2014 budget for SDOT’s Mobility-Capital BCL may be spent on the Pay Stations CIP project to purchase or lease any of the approximately 2,200 replacement pay stations until authorized by a future ordinance.”

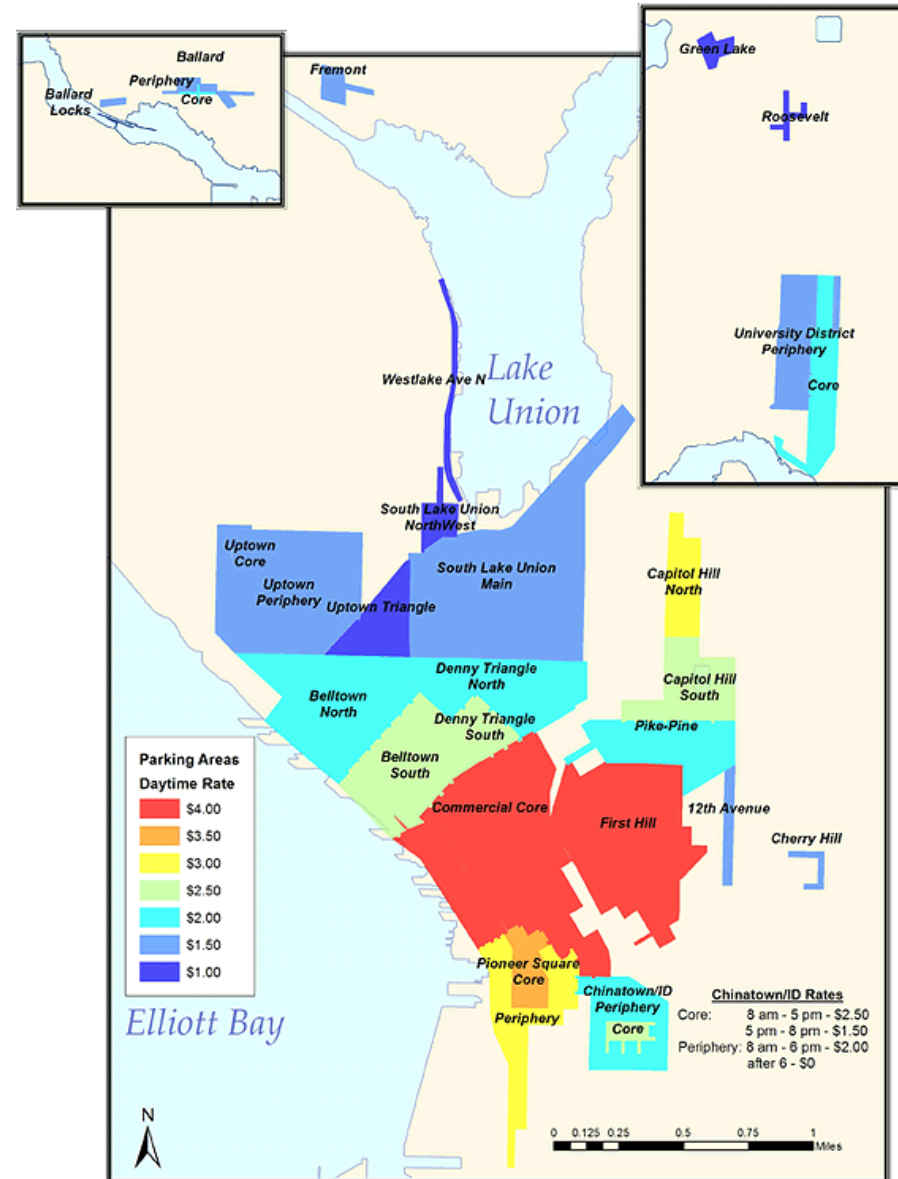
Data-Driven Policy

- Keep 1 to 2 spaces open per blockface throughout the day
- Collect data in all paid areas annually
- Make annual data-driven rate, hours of operation, and time-limit adjustments to meet City policy



Changes Made Since 2010

- Parking rate decreases (20 areas) and increases (13 areas)
- "Best Value" and "After 5" Areas
- Pay by phone in all paid areas



Parking Sounding Board

- Advisory to SDOT
- Provides a forum for direct engagement in developing parking programs and rates
- Includes Chamber representatives and other stakeholders from paid parking areas

2014 Analytical Process

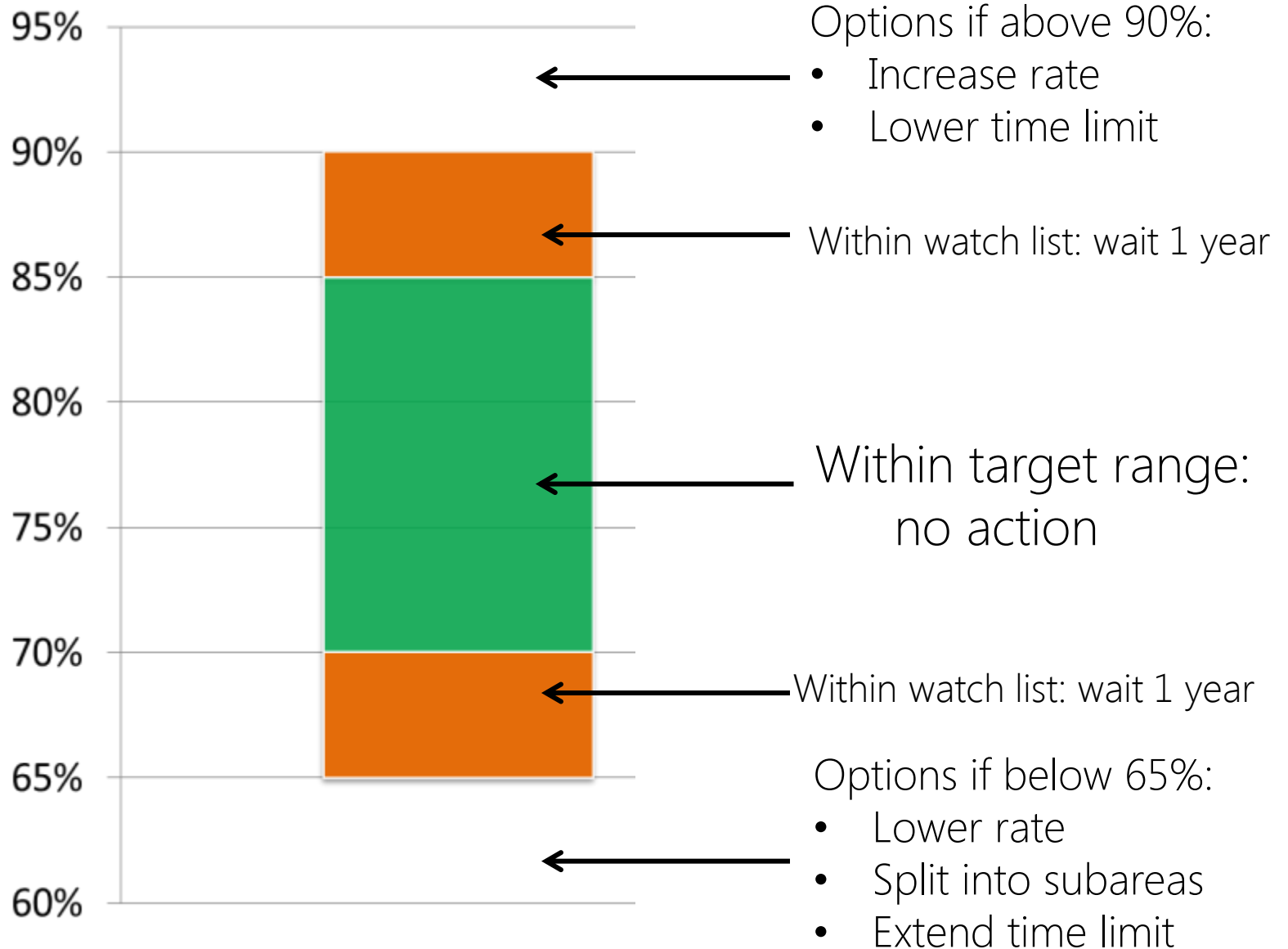
- Use parking data to calculate peak occupancy per area or subarea
- Compare with target occupancy range and watch list
- If above or below target occupancy range and watch list, adjust rates, time limits, hours of operation

2013 and 2014 Data

- Adjustments are based on 2013 data
- 2014 data collection finished in June
- New data set will be reviewed to see whether to revise any adjustments



Area by Area Assessment



2013 Watch List

Belltown South	High Daytime Watch list
Capitol Hill North	High Daytime Watch list
Chinatown/ID Core	High Daytime Watch list
Chinatown/ID Periphery	Low Daytime Watch list
Commercial Core – Financial	High Daytime Watch list
Denny Triangle North	Low Daytime Watch list
Denny Triangle South	High Daytime Watch list
First Hill	High Daytime Watch list
Pioneer Square Periphery	High Daytime Watch list
University District Core	High Daytime Watch list

2014 Adjustments

- Time of day rates
- All-day rates
- New evening hours
- Areas with no rate changes

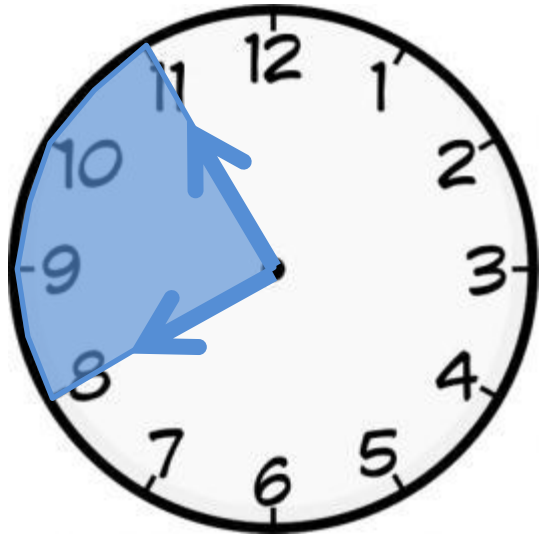


Schedule

Date	Activity
Early June	Anticipated Parking Asset Project selection process completed
Early July	2014 Annual Parking Study report complete
Mid-July	Parking Sounding Board meeting
August – November	Installation of new pay stations and rate adjustments

Time of Day Rates

Morning



8 AM to 11 AM

Afternoon



11 AM to 5 PM or 6 PM

Evening



5 PM to 8 PM

Time of Day Rates

Area	Current Rate	2013 data (target range 70-85%)	Proposal
Pioneer Square Core	\$3.50/ hour	Morning occupancy = 64%; Below target Afternoon occupancy = 95%; Above target	Lower morning to \$3.00/ hour Raise afternoon to \$4.00/ hour
Pioneer Square Periphery	\$3.00/ hour	Morning occupancy = 64%; Below target	Lower morning to \$2.50/ hour

All-Day Rates

Area	Current Rate	2013 data (target range 70-85%)	Proposal
Ballard Periphery	\$1.50/ hour	Occupancy = 58%; Below target	Lower to \$1.00/ hour
Ballard Locks	\$1.50/ hour	Large seasonal occupancy differences	Adjust seasonally: \$2.00/ hour: May – Sept. \$1.00/ hour: Oct. – April
Belltown North	\$2.00/ hour	Occupancy = 52%; Below target	Lower to \$1.50/ hour

All-Day Rates

Area	Current Rate	2013 data (target range 70-85%)	Proposal
Pike-Pine	\$2.00/ hour	Occupancy = 93%; Above target	Raise to \$2.50/hour
South Lake Union 10-hour	\$1.50/ hour	Occupancy = 95%; Above target	Raise to \$2.00/ hour
University District Periphery	\$1.50/ hour	Occupancy = 56%; Below target	Lower to \$1.00/ hour

New Evening Hours

Area	Proposal 8 AM– 8 PM and 3 hours After 5	2013 Annual Parking Study 7 PM occupancy
12 th Avenue	\$1.50/ hour	108%
Ballard Core	\$2.00/ hour	103%
Ballard Periphery	\$1.00 / hour *	99%
Fremont	\$1.50/ hour	98%
Green Lake	\$1.00 / hour	110%

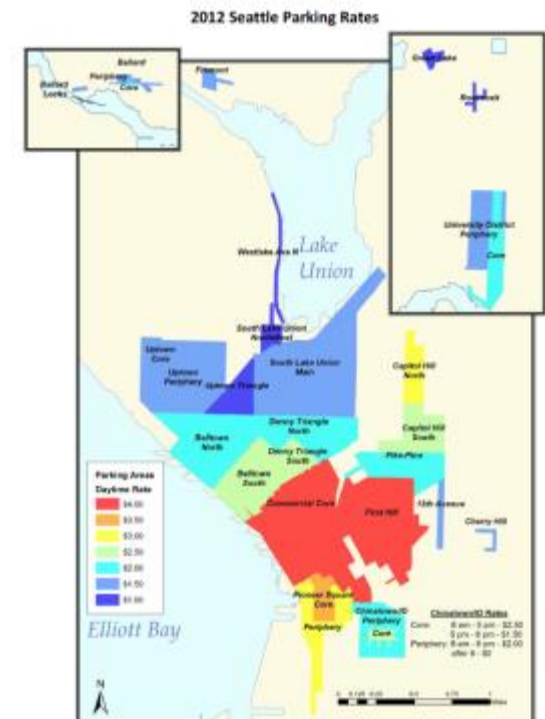
* Ballard Periphery at new 2014 rate.

No Rate Changes Planned

- Belltown South
- Capitol Hill North
- Capitol Hill South
- Cherry Hill
- Chinatown / ID Core
- Chinatown / ID Periphery
- Commercial Core Financial
- Commercial Core Retail
- Commercial Core Waterfront
- Denny Triangle North
- Denny Triangle South
- First Hill
- Roosevelt
- South Lake Union 2-hour
- South Lake Union Northwest
- University District Core
- Uptown Core
- Uptown Periphery
- Uptown Triangle
- Westlake Ave N

Examples of Public Education Tools

- Communications with neighborhood business chambers and associations
- Postcards distributed to businesses
- New pay stations with digital screens
- Online with new map
- Press release / earned media – citywide and local
- Online advertising



Paid Parking Asset Replacement Project Update

- Aging pay stations are old, slow, and prone to problems
- RFP released October 2013
- Council included project funding in Adopted 2014-19 CIP
- Planned replacement or retrofit of 2,200 existing pay stations over 3 years
- Vendor contracting process underway

Pay Station Lease vs. Purchase

- Estimated 7-year purchase: \$21.0 M; estimated 7-year lease: \$22.3 M. Leasing 6% higher
- However, comparing Net Present Value (NPV) for 7-year lease vs. purchase options, NPV of leasing is \$17.9 million vs. NPV of purchase of \$18.0 million

Pay Station Lease Decision

Leasing new technology recommended:

- Provides nimble, flexible response to future changes, needs in dynamic industry
- “Future-proofed” warranty protects City from unforeseen expenses
- Avoids future large one-time capital expenditures
- Regularizes operational costs for predictable annual program

Next Steps

- Request action on Council Bill to lift Proviso
- Review 2014 Annual Paid Parking Study Data results
- Meet with Parking Sounding Board
- Start installation

Thanks!

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<http://www.seattle.gov/transportation/parking/paidparking.htm>

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